

CLAIMS

What is claimed is:

1. An advertising system, comprising:
a remuneration sponsored by an advertiser, the remuneration being presented to a customer conducting a consumer transaction with a merchant at a point of purchase location and being associated with a price reduction for the consumer transaction, the remuneration being presented in response to the customer initiating the transaction; and
an advertising message associated with the advertiser and being presented to the customer with the remuneration.
2. The advertising system of claim 1 where the advertising message includes notification to the customer of the remuneration and notification that the remuneration is sponsored by the advertiser.
3. The advertising system of claim 2, where the remuneration is presented to the customer according to predetermined criteria.
4. The advertising system of claim 3 further comprising an automated retail terminal configured to process the consumer transaction and to evaluate the predetermined criteria, the automated retail terminal being located at the point of purchase location.
5. The advertising system of claim 4 where the automated retail terminal includes an output device, the output device configured to present the advertising message to the customer.
6. The advertising system of claim 5 where the output device comprises a visual display unit, the advertising message being displayed on the visual display unit.

7. The advertising system of claim 5 where the output device comprises a printer configured to generate a receipt for the transaction, the advertising message being associated with the receipt.

8. The advertising message of claim 5 where the output device comprises an auditory device configured to present the advertising message to the customer.

9. The advertising system of claim 5 where the remuneration is a predetermined amount.

10. The advertising system of claim 5 where the advertiser compensates the merchant for a percentage of the price reduction.

11. The advertising system of claim 5 where the predetermined criteria are selected from the group consisting of a time of the transaction, a date of the transaction, an amount for the transaction, a particular good purchased, a particular service purchased, a combination of goods purchased, a combination of services purchased, a number of transactions, a location of the merchant, and a location of the point of purchase location.

12. The advertising system of claim 5 wherein the merchant comprises a service provider.

13. The advertising system of claim 5 where the transaction is conducted via the Internet and the advertising message is provided to the customer via a computer terminal connected to a web site associated with the merchant via the Internet.

14. A method for presenting an advertising message, comprising:
- (a) offering for sale a customer item associated with a vendor;
 - (b) processing with a retail terminal, a consumer transaction with a customer at a point of purchase location, the transaction being for the customer item and characterized by a purchase price;
 - (c) in response to (b), presenting the customer with a reduction in the purchase price, the reduction being sponsored by an advertiser, and being presented in conjunction with an advertisement of the advertiser, the advertiser being associated with a customer item other than the customer item offered for sale by the vendor; and
 - (d) processing with the retail terminal, the reduction in the purchase price.
15. The method of claim 14 further comprising presenting the customer with the reduction in the purchase price according to predetermined criteria.
16. The method of claim 15 where the customer item associated with the vendor comprises a service provided by the vendor.
17. An retailer terminal, comprising:
- means for processing a consumer transaction between a customer and a vendor, the means for processing being located at a point of purchase location for the vendor;
 - a means for evaluating predetermined criteria, the means for evaluating being operative in response to the means for processing;
 - a means for presenting the customer with a remuneration and an advertising message, the remuneration being associated with a price reduction for the consumer transaction with the vendor, and the advertising message being associated with an advertiser, and the advertiser sponsoring the remuneration, the means for notifying being operative in response to the means for evaluating; and
 - a means for processing the price reduction.

18. The system of claim 17 where the vendor is a merchant of goods.
19. The system of claim 18 where the vendor is a service provider.
20. The system of claim 19 where the means for processing comprises the means for evaluating, the means for presenting and the means for processing.